

THE NEXUS BETWEEN TOURISM AND WOMEN EMPOWERMENT: THE CONTEXT OF TOURISM INDUSTRY IN PAPUA NEW GUINEA



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INTRODUCTION

- “Advances in gender equality can boost diversity and unleash productivity gain, as women’s skill and talents are used more fully in economic life, and they improve outcomes for the next generation”.-World Bank,2012ed)
- Tourism as an important instrument for sustainable human development including poverty alleviation, employment generation, environment regeneration and advancement of women and other less privileged groups
- As the fastest growing industry, tourism has shown potential in not only contributing to but also championing women empowerment initiatives. UNWTO reveals that women make 60-70% of the total tourism workforce. Tourism provides significant opportunity for women internationally.
- Tourism is one of the largest industries in the world that has generated many job opportunities for both men and women. The involvement of women is an important component in tourism. Women as part of society have the right and potential to participate in tourism activities. The involvement of women in tourism can reduce gender inequality in development. (Tristanti et. al. , 2020)

INTRODUCTION

- Addressing gender gaps in human capital endowments, employment, and entrepreneurship opportunities and safety from violence in PNG, would result not only in improved wellbeing for women, but also in more sustainable economic growth.
- In PNG, according to one recent estimate, increasing women's engagement in paid work to the level of men's could result in GDP per capita being 20.8 percent higher in the long run.
- Only 31 percent of women (aged 15-49) compared to 48 percent of men in PNG are in the labor force based on the latest available data (2016-18 Demographic and Health Survey).
- According to the PNG Economic Update, 'Unlocking the Economic Benefits of Gender Equality' March, 2023, The potentially significant economic gains to be made through efforts to address gender inequality including improvements in overall family incomes, more substantial education and training and increased economic productivity.
- Tourism has the potential to be a vehicle for the empowerment of women in Papua New Guinea. It provides better opportunities for women's participation in the workforce, women's entrepreneurship, and women's leadership than other sectors of the economy.

NEXUS BETWEEN WOMEN'S EMPOWERMENT AND TOURISM

- According to United Nations World Tourism Organization (UNWTO), tourism has a pivotal role to play in achieving the objectives at the heart of the 2030 Agenda for Sustainable Development, in particular the commitments to gender equality and the empowerment of women of Sustainable Development Goal 5- "*achieve gender equality and empower all women and girls*".
- Gender equality and women's empowerment are fundamental components of just, equitable societies. Tourism has been proven to provide pathways to empowerment, and that the opportunity for tourism to make a difference in this area should be maximized.

LITERATURE REVIEW

- Palikhe (2018) study on “Women Empowerment in Tourism: Special Reference to Pokhara Metropolitan City in Nepal revealed that women are gradually being motivated to involve themselves in tourism related business.
- Mohanty and Chandran’s (2018) research on “ Poverty Alleviation and Women Empowerment through Tourism Development-an Exploration study” analyzed the manifold impacts of women empowerment in tourism. It is observed that the advantages of women empowerment in tourism go a long way in mitigating the challenges related to gender bias and inequality.
- Movono and Dahles (2017) have found in their research article on “ Female Empowerment and Tourism: a focus on business in a Fijian village “ that women in Vatuolalai village have become empowered through a process initiated by participation in tourism employment.

THEORETICAL FRAMEWORK -THEORY OF WOMEN EMPOWERMENT-

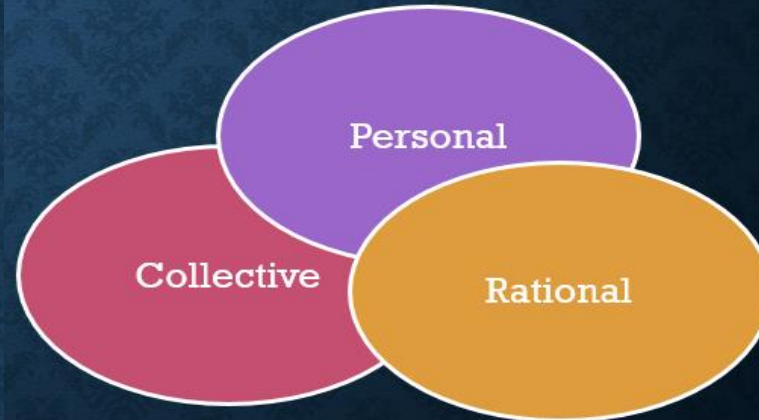
According to Rowland (1997), empowerment has three dimensions:

- **Personal:** Developing a sense of self and individual confidence and capacity, and undoing the defects of internalized oppression.
- **Rational:** Developing the ability to negotiate and influence the nature of a relationship and decisions made within it.
- **Collective:** This includes involvement in political structures, but might also cover collective action based on co-operation rather than competition.

Forms of Women Empowerment:

- **Economic empowerment:** Women's economic empowerment includes women's ability to participate equally in existing markets; their access to and control over productive resources, access to decent work, control over their own time, lives and bodies; and increase voice, agency and meaningful participation in economic decision-making at all levels from the household to international institutions.
- **Political empowerment:** It includes women's representation on elected bodies. Political empowerment is a road to women's equality, rights and fulfillment, involvement in political matters and process. It is a major path to women's political participation and in the decision-making process.
- **Social empowerment:** Social empowerment includes equal access to education and health care for women. It mitigates gender gaps in human development across nations.

Women
Empowerment



Source: Rowland (1997)



Empowered Women
Change the World
*"Women are a secret weapon
in the fight against global
poverty."*
(Allison Kooser, 2021)

THEORETICAL FRAMEWORK

RESEARCH AIM AND OBJECTIVES

This study aimed at examining how the employment of women in the tourism industry in Port Moresby contributes to their empowerment in terms of self-confidence, creativity, employer-employee relationship and job satisfaction.

RO 1. To assess the socio-economic status of female employees in tourism industry

RO 2. To measure the empowerment of the tourism female employees at work place within the person

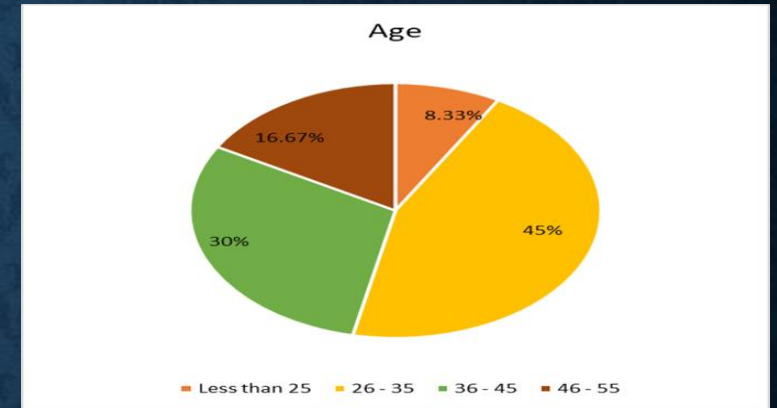
METHODOLOGY

- The quantitative research method is used to measure the women empowerment in tourism industry. The purposive sampling method is used in this study.
- Primary data is collected through well structured and pre-tested questionnaire from women employees working in tourism related organizations in Port Moresby. The first part of the questionnaire evaluates the socio-economic background of the women employees. The second part of the questionnaire is entirely devoted to questions which indirectly measure the agree of empowerment elements in employed women. Five point Likert Scale is used for this purpose. Altogether 36 statements were placed before the respondent to mark their choices showing their agreements or disagreements to the statements.
- The data were fed to the computer. The tabulations and the results for analysis were done with the help of SPSS (Statistical Package for Social Sciences) and Microsoft Excel for Statistical measurements such as simple percentage, mean values, etc.

RESULTS

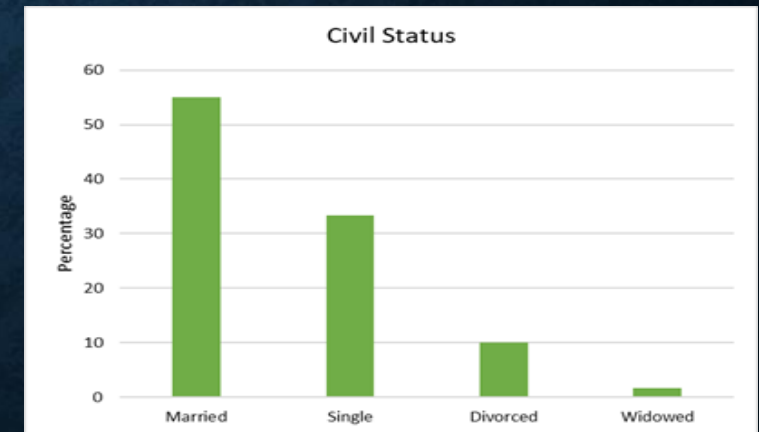
AGE

| Less than 25 | 26 - 35 | 36 - 45 | 46 - 55 | Total |
|--------------|---------|---------|---------|-------|
| 8.33 | 45 | 30 | 16.67 | 100 |



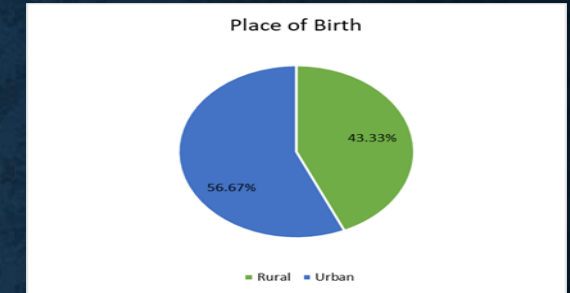
CIVIL STATUS

| Married | Single | Divorced | Widowed | Total |
|---------|--------|----------|---------|-------|
| 55 | 33.33 | 10 | 1.67 | 100 |



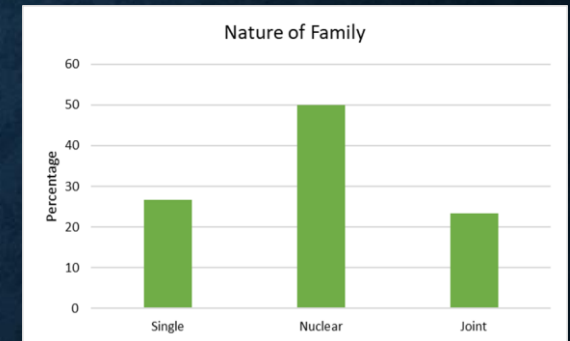
PLACE OF BIRTH

| Rural | Urban | Total |
|-------|-------|-------|
| 43.33 | 56.67 | 100 |



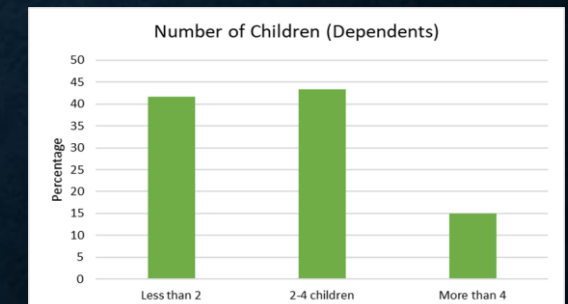
NATURE OF FAMILY

| Single | Nuclear | Joint | Total |
|--------|---------|-------|-------|
| 26.67 | 50 | 23.33 | 100 |



NUMBER OF CHILDREN (DEPENDENTS)

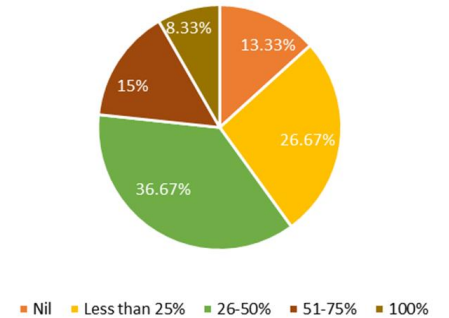
| Less than 2 | 2 - 4 | More than 4 | Total |
|-------------|-------|-------------|-------|
| 41.67 | 43.33 | 15 | 100 |



SHARE OF SALARY SPENT AS YOU WISH

| Nil | Less than 25% | 26 – 50 % | 51 – 75 % | 100 % | Total |
|-------|---------------|-----------|-----------|-------|-------|
| 13.33 | 26.67 | 36.67 | 15 | 8.33 | 100 |

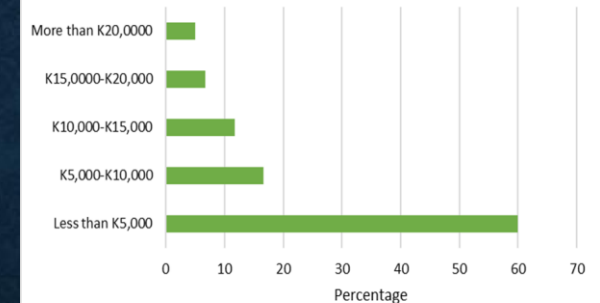
Share Of Salary Spent As You Wish



AMOUNT OF MONEY IN SAVINGS ACCOUNT

| Less than K5,000 | K5,000 – K10,000 | K10,000 – K15,000 | K15,000 – K20,000 | More than K20,000 | Total |
|------------------|------------------|-------------------|-------------------|-------------------|-------|
| 60 | 16.67 | 11.67 | 6.67 | 5 | 100 |

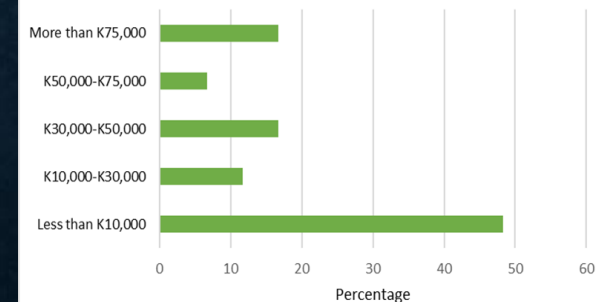
Amount of Money in Savings Account



VALUE ASSETS

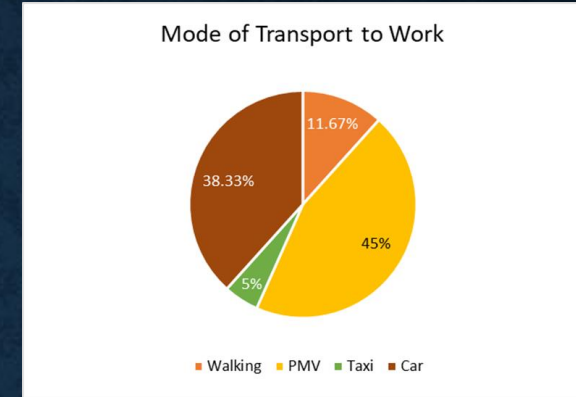
| Less than K10,000 | K10,000 – K30,000 | K30,000 – K50,000 | K50,000 – K75,000 | More than K75,000 | Total |
|-------------------|-------------------|-------------------|-------------------|-------------------|-------|
| 48.33 | 11.67 | 16.67 | 6.67 | 16.67 | 100 |

Value of Assets



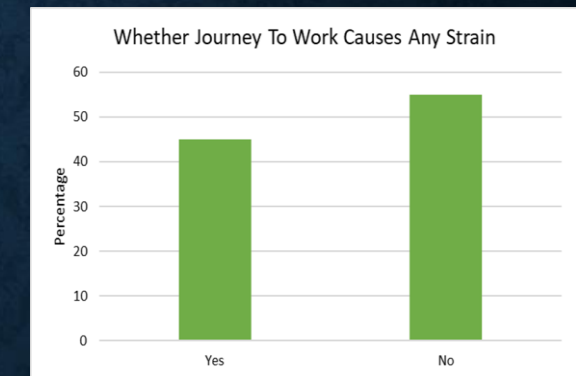
MODE OF TRANSPORT TO WORK

| Walking | PMV | Taxi | Car | Total |
|---------|-----|------|-------|-------|
| 11.67 | 45 | 5 | 38.33 | 100 |



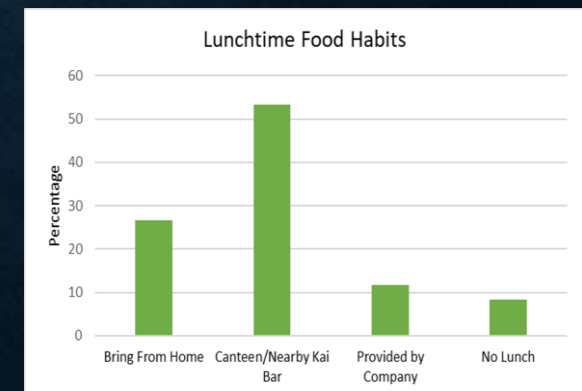
DOES YOUR JOURNEY TO WORK GIVE ANY STRAIN?

| Yes | No | Total |
|-----|----|-------|
| 45 | 55 | 100 |



LUNCHTIME FOOD HABITS

| Bring From Home | Canteen/ Nearby Kai Bar | Provided by Company | No Lunch | Total |
|-----------------|-------------------------|---------------------|----------|-------|
| 26.67 | 53.33 | 11.67 | 8.33 | 100 |



| SELF-CONFIDENCE | Mean | Interpretation |
|--|-------------|----------------|
| While trying something challenging, I feel confident that I will succeed | 4.23 | Agree |
| I stick to my decision, even if others disagree strongly with me | 3.80 | Agree |
| I do things that are risky | 3.55 | Agree |
| I am moving in the way of becoming the person I want to be | 4.33 | Agree |
| I seek increased responsibility and accept it with happiness | 4.28 | Agree |
| I feel quite safe in the organization | 4.07 | Agree |
| I am proud of what I am | 4.45 | Agree |
| Average Mean | 4.10 | Agree |

| SELF-CONFIDENCE | SA | A | N | D | SD |
|--|--------------|--------------|--------------|-------------|-------------|
| While trying something challenging, I feel confident that I will succeed | 36.67 | 50.00 | 13.33 | 0.00 | 0.00 |
| I stick to my decision, even if others disagree strongly with me | 21.67 | 41.67 | 31.67 | 5.00 | 0.00 |
| I do things that are risky | 15.00 | 46.67 | 20.00 | 15.00 | 3.33 |
| I am moving in the way of becoming the person I want to be | 48.33 | 38.33 | 11.67 | 1.67 | 0.00 |
| I seek increased responsibility and accept it with happiness | 43.33 | 43.33 | 11.67 | 1.67 | 0.00 |
| I feel quite safe in the organization | 25.00 | 60.00 | 11.67 | 3.33 | 0.00 |
| I am proud of what I am | 51.67 | 43.33 | 3.33 | 1.67 | 0.00 |
| Average Percentage | 34.52 | 46.19 | 14.76 | 4.05 | 0.48 |

| CREATIVITY | Mean | Interpretation |
|--|-------------|-----------------------|
| I always accept novel ideas from others | 4.25 | Agree |
| I have no hesitation to seek alternative solutions for a problem | 4.38 | Agree |
| I do not give up doing things though they seem difficult | 4.42 | Agree |
| It gives me a lot of satisfaction when I succeed in my attempts | 4.70 | Strongly Agree |
| I accept my mistakes and try to correct them | 4.58 | Strongly Agree |
| I am willing to risk new behaviours | 4.10 | Agree |
| I always value change for growth | 4.63 | Strongly Agree |
| Average Mean | 4.43 | Agree |

| CREATIVITY | SA | A | N | D | SD |
|--|--------------|--------------|-------------|-------------|-------------|
| I always accept novel ideas from others | 36.67 | 53.33 | 8.33 | 1.67 | 0.00 |
| I have no hesitation to seek alternative solutions for a problem | 45.00 | 48.33 | 6.67 | 0.00 | 0.00 |
| I do not give up doing things though they seem difficult | 46.67 | 48.33 | 5.00 | 0.00 | 0.00 |
| It gives me a lot of satisfaction when I succeed in my attempts | 70.00 | 30.00 | 0.00 | 0.00 | 0.00 |
| I accept my mistakes and try to correct them | 65.00 | 28.33 | 6.67 | 0.00 | 0.00 |
| I am willing to risk new behaviours | 30.00 | 51.67 | 16.67 | 1.67 | 0.00 |
| I always value change for growth | 66.67 | 30.00 | 3.33 | 0.00 | 0.00 |
| Average Percentage | 51.43 | 41.43 | 6.67 | 0.48 | 0.00 |

| EMPLOYER-EMPLOYEE RELATIONSHIP | Mean | Interpretation |
|--|------|----------------|
| Attitude of male superiors is favourable | 4.03 | Agree |
| Attitude of female superiors is favourable | 3.60 | Agree |
| Attitude of male subordinates is favourable | 3.92 | Agree |
| Attitude of female subordinates is favourable | 3.67 | Agree |
| Attitude of male co-workers is favourable | 3.92 | Agree |
| Attitude of female co-workers is favourable | 3.75 | Agree |
| I am happy with the number of holidays enjoyed | 3.80 | Agree |
| Average Mean | 3.81 | Agree |

| EMPLOYER-EMPLOYEE RELATIONSHIP | SA | A | N | D | SD |
|--|-------|-------|-------|------|------|
| Attitude of male superiors is favourable | 23.33 | 58.33 | 16.67 | 1.67 | 0.00 |
| Attitude of female superiors is favourable | 10.00 | 56.67 | 23.33 | 3.33 | 6.67 |
| Attitude of male subordinates is favourable | 15.00 | 61.67 | 23.33 | 0.00 | 0.00 |
| Attitude of female subordinates is favourable | 6.67 | 63.33 | 23.33 | 3.33 | 3.33 |
| Attitude of male co-workers is favourable | 15.00 | 63.33 | 20.00 | 1.67 | 0.00 |
| Attitude of female co-workers is favourable | 8.33 | 63.33 | 25.00 | 1.67 | 1.67 |
| I am happy with the number of holidays enjoyed | 16.67 | 58.33 | 18.33 | 1.67 | 5.00 |
| Average Percentage | 13.57 | 60.71 | 21.43 | 1.90 | 2.38 |

| JOB SATISFACTION | Mean | Interpretation |
|--|-------------|-----------------------|
| My job is related to my qualification | 3.93 | Agree |
| I am proud of my present job | 4.12 | Agree |
| I don't want to change my job | 3.27 | Neutral |
| Office environment is conducive | 3.72 | Agree |
| I have sense of security with my present job | 3.67 | Agree |
| There are enough chances of promotion | 3.23 | Neutral |
| Home and work place are close by | 3.48 | Neutral |
| Hours of work are convenient | 3.98 | Agree |
| I am happy with my salary | 3.33 | Neutral |
| Average Mean | 3.63 | Agree |

| JOB SATISFACTION | SA | A | N | D | SD |
|---|--------------|--------------|--------------|--------------|-------------|
| My job is related to my qualification | 31.67 | 41.67 | 16.67 | 8.33 | 1.67 |
| I am proud of my present job | 38.33 | 40.00 | 18.33 | 1.67 | 1.67 |
| I don't want to change my job | 13.33 | 26.67 | 40.00 | 13.33 | 6.67 |
| Office environment is conducive | 13.33 | 51.67 | 31.67 | 0.00 | 3.33 |
| I have sense of security with my present job | 15.00 | 41.67 | 38.33 | 5.00 | 0.00 |
| There are enough chances of promotion | 8.33 | 36.67 | 33.33 | 13.33 | 8.33 |
| Home and work place are close by | 23.33 | 33.33 | 18.33 | 18.33 | 6.67 |
| Hours of work are convenient | 26.67 | 53.33 | 11.67 | 8.33 | 0.00 |
| I am happy with my salary | 16.67 | 26.67 | 36.67 | 13.33 | 6.67 |
| Average Percentage | 26.67 | 50.24 | 35.00 | 11.67 | 5.00 |

SUMMARY TABLE

| Indicators of Women Empowerment | Mean | Interpretation |
|--|-------------|-----------------------|
| SELF-CONFIDENCE | 4.10 | Agree |
| CREATIVITY | 4.43 | Agree |
| EMPLOYER-EMPLOYEE RELATIONSHIP | 3.81 | Agree |
| JOB SATISFACTION | 3.73 | Agree |
| Average Mean | 4.02 | Agree |

SUMMARY

- This research paper tests the women empowerment through employment.
- This paper deals with some important demographic characteristics such as age, marital status, family size etc. It also provides an analysis of socio-economic characteristics such as income level and other economic characteristics of the respondents.
- The data reveals that involvement of women employees in tourism industry falls in the age group of 26-45 and it is maximum than other groups.
- It reveals that among women employees the single, divorced and widows percent is 45.
- Nature of the family is one of the most important factors for analyzing the characteristics of the study respondents. Women employees in this industry have a maximum number of families.
- Majority of the women employees that is 60 percent of the employees savings are less than K5,000 per year.

CONCLUSION

- **Self-Confidence:** The average opinion score of the respondents of tourism industry is 4.10. It suggests that these women employees has more optimistic opinion in the dimension of self confidence.
- **Creativity:** The average opinion of the Tourism Industry women employees is 4.438 . It reveals that these employees are more positive opinion on creativity that is they always accept novel ideas from others, they are willing to do risk new behaviors, they always change for growth, they have no hesitation to seek alternative solutions for a problem.
- **Employer-Employee Relationship:** The average opinion score of these employees is 3.81. In this industry, the women employees have cordial relations with their male colleagues.
- **Job Satisfaction:** The average opinion score of the respondents is 3.64.it suggests that their job is related to their qualification, they are very proud about their present job, hours are very convenient to them.
- **Women empowerment can be promoted through education and employment.**

RECOMMENDATIONS

- **Education and Training**: Provide women with access to quality education and training programs that focus on developing skills needed in the tourism industry. This will enable them to compete on an equal footing with men and improve their career prospects.
- **Mentorship and Networking**: Establish mentorship programs where experienced women in the tourism sector can guide and support younger women. Encourage women to network with industry professionals, both locally and internationally, to expand their knowledge, build relationships, and create opportunities for career advancement.
- **Financial Support and Resources**: Create funding schemes and grants specifically designed to support women entrepreneurs in the tourism sector. This can help women start their own businesses, develop tourism-related projects, or access capital for expansion.
- **Gender Equality Policies and Advocacy**: Advocate for the implementation and enforcement of gender equality policies within the tourism sector, ensuring equal pay, equal opportunities, and fair treatment for women.
- **Promotion of Women's Involvement**: Encourage women's participation in tourism associations, committees, and boards at local, regional, and national levels. Promote women's representation in tourism-related events, conferences, and trade shows to showcase their skills, expertise, and contributions to the industry.
- **Safety and Security**: Address safety concerns and create a safe working environment for women in the tourism sector. Implement measures to prevent harassment, discrimination, and violence against women, both within the workplace and in tourist destinations.
- **Cultural Sensitivity and Community Engagement**: Empower women by involving them in community-based tourism initiatives, where they can contribute to decision-making processes and benefit economically from tourism activities.



THANK YOU